



UNIVERSITY OF
GOTHENBURG

DEPARTMENT OF APPLIED INFORMATION TECHNOLOGY

Master in Communication – Student applicant letter of motivation

The letter of motivation should be uploaded to universityadmission.se and should provide your motivation and objectives for studying the programme Master in Communication at the Department of Applied Information Technology at the University of Gothenburg.

In standard British or American English, please directly answer each of the four following questions in the textbox that follows it. You have a limit of 4,000 characters (including spaces, but excluding name, e-mail address and question-wordings). Letters exceeding 4,000 characters will not be considered.

Please indicate the number of characters in your letter in the final box. You may divide that charactercount across your answers to the four questions as you see fit.

Full name:

E-mail address:

Why have you chosen to apply to the programme Master in Communication?

In what way is your previous academic and professional background relevant to the Master in Communication programme?

How would studying the programme Master in Communication further develop your academic and professional profile as well as support your future career?

How would you as a student contribute to the programme Master in Communication?

Character count